SOCIAL MEDIA EXECUTIVE

Job Ref. No: #JDMPR2853

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Social Media Executive
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : PR & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a Social Media Executive in **Libya**. The Social Media Executive will play a crucial role in developing and implementing social media strategies that align with the company's overall marketing objectives. This position entails creating engaging content across various platforms, including Facebook, Instagram, Twitter, and LinkedIn, to enhance brand visibility and audience engagement. The ideal candidate will be responsible for managing the company's social media presence by crafting compelling posts, responding to audience inquiries, and analyzing performance metrics to inform future campaigns. The Social Media Executive will collaborate closely with the marketing team to ensure that all content is on-brand and effectively communicates the desired messaging. This role requires a keen understanding of current social media trends and the ability to adapt strategies accordingly. The executive will also be responsible for conducting competitor analysis and staying updated on industry best practices to ensure the company remains at the forefront of digital marketing trends. In this role, the candidate will also monitor and report on social media performance, using insights to refine strategies and improve engagement rates. Creativity and a strong sense of aesthetics are essential, as the Social Media Executive will develop visual content, including graphics and videos, to capture the audience's attention. The ability to work under pressure and manage multiple projects simultaneously will be vital for success in this position. Ultimately, the Social Media Executive will contribute significantly to building and nurturing an online community that drives brand loyalty and business growth.

Primary Responsibilities

- **Develop and Implement Strategies**: Create and execute comprehensive social media strategies that align with Moris Media's overall marketing objectives.
- **Content Creation**: Produce engaging and high-quality content across platforms such as Facebook, Instagram, Twitter, and LinkedIn to enhance brand visibility.
- **Audience Engagement**: Manage interactions with followers by crafting compelling posts and responding promptly to audience inquiries and comments.
- **Performance Analysis**: Analyze social media performance metrics and insights to evaluate campaign effectiveness and inform future strategy adjustments.
- **Collaboration with Marketing Team**: Work closely with the marketing team to ensure all social media content aligns with branding and messaging guidelines.
- **Trend Monitoring**: Stay up-to-date with current social media trends, tools, and best practices to ensure that Moris Media remains competitive in the digital landscape.
- **Competitor Analysis**: Conduct thorough analyses of competitors' social media strategies to identify opportunities and areas for improvement.
- **Content Calendar Management**: Develop and maintain a content calendar to ensure consistent posting and timely content delivery across all platforms.
- **Visual Content Development**: Create visually appealing graphics and videos that resonate with the target audience and enhance engagement.
- **Community Building**: Foster and nurture an online community that promotes brand loyalty and advocates for Moris Media's products and services.
- **Campaign Development**: Assist in the planning and execution of social media campaigns, including

promotions, contests, and collaborations.

- **Crisis Management**: Monitor social media for potential issues and address concerns proactively to maintain the brand's positive reputation.
- **Reporting**: Prepare regular reports on social media performance and present findings to the marketing team for strategic insights.
- **Adaptation of Strategies**: Modify social media strategies based on data analysis and audience feedback to continually improve engagement rates.
- **Project Management**: Manage multiple social media projects simultaneously while adhering to deadlines and maintaining quality standards.

Required Skills

- **Experience**: 2-3 years of experience in social media management, content creation, or digital marketing.
- **Creative Thinking**: Strong creative skills to generate innovative content ideas that engage and captivate the audience.
- **Excellent Communication Skills**: Proficient in verbal and written communication, with the ability to convey ideas clearly and effectively.
- **Social Media Proficiency**: In-depth knowledge of various social media platforms (Facebook, Instagram, Twitter, LinkedIn) and their respective audiences and best practices.
- **Content Creation**: Demonstrated ability to create high-quality, engaging content, including graphics, videos, and written posts.
- **Analytical Skills**: Competency in analyzing performance metrics and using insights to refine social media strategies.
- **Trend Awareness**: Strong understanding of current social media trends and the ability to adapt content and strategies accordingly.
- **Collaboration**: Experience working collaboratively with cross-functional teams, including marketing, design, and sales, to achieve common goals.
- **Competitor Analysis**: Ability to conduct thorough competitor research to inform strategy and identify opportunities for differentiation.

- **Time Management**: Strong organizational skills and the ability to manage multiple projects simultaneously while meeting deadlines.
- **Problem-Solving Skills**: Proactive approach to identifying issues and developing solutions to enhance engagement and community growth.
- **Crisis Management**: Ability to handle social media crises and negative comments professionally and effectively.
- **Open to Travel**: Willingness to travel as needed for promotional events, client meetings, or other business activities.
- **Attention to Detail**: Strong attention to detail to ensure all content is accurate, aligned with branding, and free of errors.
- **Digital Tools Familiarity**: Proficiency in using social media management tools and analytics platforms to streamline processes and measure success.

Qualifications & Experience

Qualification Required:

- **Educational Background**:
  - Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- **Experience**:
  - 2-3 years of experience in social media management, content creation, or digital marketing.
- **Open for Travel**:
  - Willingness to travel as required for promotional events, client meetings, or other business activities.

Technical Specifications:

- **High-Performance Laptop or Desktop**:
  - Must possess a powerful computer with adequate processing power and memory to handle demanding

tasks and ensure a seamless workflow.

- **High-Speed Broadband Internet Connection**:
  - A stable and reliable internet connection is essential for accessing online resources, collaborating with colleagues, and transferring large files efficiently.
- **Virtual Workstation**:
  - A dedicated workspace, either physical or virtual, is necessary to maintain a productive and organized work environment. This space should be conducive to focused work and free from distractions.

Salary:

- **Competitive Salary**:
  - We offer a competitive salary and benefits package. We are committed to fair compensation and are open to discussing salary based on your experience, skills, and personality. (If shortlisted, we can discuss salary in more detail).

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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